A STUDY OF INDIAN CINEMA IN 21ST CENTURY AND SOCIAL ISSUES (A SPECIAL REFERENCE OF AAMIR KHAN'S CINEMA)

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Kushabhau Thakre Patrkarita Avam Jansanchar Vishwavidyalaya
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By
Smt. Kirti Sisodia

Under the Guidance of
Dr. Shahid Ali
Associate Professor & Head
Deptt. of Mass Communication
Kushabhau Thakre Patrkarita Avam Jansanchar Vishwavidyalaya

Research Center
Deptt. of Mass Communication
Kushabhau Thakre Patrkarita Avam Jansanchar Vishwavidyalaya
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INTROUCTION

Indian Cinema is a very huge canvas which consists so many colours and every colour has its own impact differently on people, society & nation. We all are living in 21st century and today's cinema plays very important role in upliftment of society. It can create awareness and present many social issues effectively for today's generation so they can understand them and can start initiative towards it.

As we all know Marshall Mc Luhan in 1964 has given a great theory of communication that is "Medium is the message." I completely agree and want to prove in my research. The instance of the electric light may prove illuminating in this connection. The electric light is pure information. It is a medium without a message as it were, unless it is used to spell out some verbal ad or name means that the content of any medium is always another medium. The content of writing in speech just as the written word is the content of the print.

The phrase "medium is the message" was introduced in his most widely known book, Understanding Media: The Extension of man, published in 1964.Mc Luhan proposes that a medium itself, not the content it carries, should be the focus of study. He said that a medium affects the society in which it plays a role not only by the content delivered over the medium, but also by the characteristics of the medium itself. Mc Luhan

further says that wheel is the extension of man. It means the role of medium not only is dissemination of information only but also means the dissemination of information in less time with accuracy. Thus the main theme of mass communication is reaching the information to the people speedily and accurately.

If we talk about medium of communications it would be various. In my opinion visual medium has its great impact on society and social being. Visual medium include cinema, television etc. What is the impact of the cinema on our society can be identified by various things like youth follows life style, body language of film actors, women follows fashion clothes ,jewelry etc. children follows style and many more. Impact of cinema is in positive and negative in both manners. Crime is the best example of impact of cinema on society.

If we talk about Aamir khan he developed himself, evolves himself as a medium and rest in the history. Now a day he has become icon for youth and society. His films and characterization of the character has great impact on society. He is trying to create awareness about certain social issues but it is not easy task for a person who say something and society gets influenced but for that he has created that image.

As we all know cinema and cine stars influenced our lives up to great extent but in case of Aamir khan the researcher thinks it is very rare that any cine artist create awareness about social issues or raised those issues that was not in a thinking process of society. In case of Aamir khan people specially youth identify themselves in the characters which is portrait by

Aamir khan in a film but there is something which gives so much of influence on youth. To create awareness in society and youth Aamir khan used the medium Cinema and T.V. If we talk about his films specially Lagaan and 3 idiots than in Lagaan he showed how planning and strategy can wins nearly impossible goal. If he would portray this thing straight no body bother to watch it but he mixed it with cricket which is passion today's youth. So this connection tell us how Aamir khan research his subject before presenting it because as all researcher said that research means rearrange the data which is already available and how they are useful or fruitful for contemporary time.

The best way Aamir khan picks the issues which he wants to raise he dipped it into today's colors, culture language etc. So youth can easily identify themselves for e.g. Ramayana, Mahabharat. If we want our new generation should know about them they are available from so many years but it will only fruitful then youth read and understand if we use the medium through which the today's generation understand in better way like video games in CD, etc so in short we have to choose right medium to put our things. Aamir khan does this thing and as he evolved like this that he has developed faith among youth .When we talk about this Aamir khan's movies say about **Lagaan** and **3 idiots**. We should talk about what message is communicating and how effectively spread in society and people get affected and thinking that the communication through his films are authentic. Why Lagaan is including in management course? If we talk about **satyamev jayate** issues which are going to raise in this program they directly or indirectly affects each of us lives. Now question is that are people really get affected? Or only up to certain extent. Proposed research

is that Is medium is the message? And how a person became a medium and society follows his work and impact.

In 50s there was a journalist Adward Baroe said that for entertainment and to learn something best way is TV. As an Indian Citizen he has established himself. The activist Aamir khan wants to use his giant celebrity status to arouse mass consciousness on searing social issues .He himself become a medium because he is a star which fuses together the mass appeal of celebrity with the mass reach. In own words of Aamir khan he says “I am not a 24*7 social activist. I am communicator . Film critic Khalid Mohamed, filmfare 1994 About QSQT- for film fans something about the film or about Aamir in that film, refuses to fade with time. It is an image so inextricably linked with today’s youth that is difficult for them to imagine the actor growing up. After cinema he chose TV. As a medium to communicate Satyamev jayate raised many sensitive issues and create a lot of awareness in society for example when touched upon the subject of child sex abuse on his show, the bill targeting the offenders finally got a nod in parliament. In this episode a victim said this lines that he doesn’t have courage to stop through which he was going and he likes film actress Sridevi and get courage from the character which is played by her in several films jaw she fights against villain. It shows how cinema influenced you. Aamir has always been part of society issues. His work during this period added a wonderful repertoire of characters each with distinctive physical appearance and mannerisms. His work is driven forward by powerful themes that made his work milestones in genres. Aamir has always been a popular Indian youth icon. His persona now also evolved into a figure invoked for popular social change. The merging of these twin

facets is an achievement with few parallels in Indian cinema. **Aamir khan on the television show "Bombay Talkies,"2007. I am an entertainer at heart and that's what I want to do. I want to make films and entertain people and whatever I want to convey will be through my films. But I feel that it is the responsibility of every citizen of India, not just me as an actor, to express what they feel about any issue."**

Aamir the activist other causes that have been dear to the actor Apr 2006 **Save the Narmada** . Aamir plunges into **Narmada Bachao Andolan** stir after the Gujarat Government decision to raise height of Sardar Sarovar Dam on the river. Stands shoulder-to shoulder with Medha Patkar and Arundhati Roy, demanding that people displaced by the dam be rehabilated. His stand blocks entry of Fanna into Gujarat. Sept 2006 coca cola is safe .After the pesticides row takes the fizz out of colas, coca cola brand ambassador Aamir takes TV viewers on a tour of a bottling plant, interacting with the factory staff, discussing the production process and putting up averitable chemistry class with the happy result:" coca cola is 100% safe." Dec 2007 Reading dyslexics. With **Taare Zameen Par**, Aamir draws nation attention to the much ignored learning disability. As director-actor, he sensitively shows a dyslexic child, getting the affliction talked about in homes and classrooms. Follows it up by meeting dyslexic kids and anchoring a TV show on dyslexia; also attends a major international conference. Jul 2008 Student woes. The star stands up for the woes of Indian students. Shares stage with US secretary of state Hillary Clinton discussing the obsession with marks ,the absence of the culture of asking questions, of understanding rather than learning by rote. Feb 2009 Atithi Devo Bhava. Gives Incredible India campaign a public face. TV spots on

the Atithi Devo Bhava theme show him highlight two deterrents to India's tourism potential: harassment of foreign tourists and vandalism of monuments. 2009 Go green. His face lit up by a candle he's holding , India's Earth Hour ambassador appeals to us to do our bit for the environment: turn off lights for an hour to raise awareness on climate change. 2009,2012 vote clean. Aamir khan launches a pre- poll voter awareness campaign with "**Sache Ko Chunein, achche ko chunein**" theme stamped on ad films, prints, ads, online and mobile messages.Aamir charges no fees, beers the cost of producing the ad films. In 2012 to too, automated calls take Aamir's appeal to choose 'clean' candidate to lakhs of voters. APR 2010 Toilet Training. Nikumbh sir did the rounds of schools again,this time with a different concern – sanitation. Appointed sanitation brand ambassador to promote cleanliness in CBSE schools, Aamir takes his clean- up message to his young fans, promising to know more about sanitation form officials and create a "package that will be easily available through CDs and internet for use in schools." Aug 2011 Anna, the hero. On the 12th ad final day of Anna Hazare's fast, pops up at Ramlila Maidan. Sings Mitwaa from Lagaan, coaxing Anna to break his fast and letting it be known that he knew all about, and was all for, the jan lokpal bill. Also takes pain to say "I am not the biggest hero, Anna is the real hero." Also express the support for manipur's AFSPA activist irom sharmila. Nov 2011 kuposhan, Quit India. Thanks to his personal interest in children's issues, Aamir is named Unicef's national ambassador. Advocating rights and nutrition of children, Aamir in the attention-grabbing." Kuposhan Bharat Choro " ad tells children that though India won independence in1947, it has yet to wrest freedom from malnutrition. He and Adman lyrics Prasoon Joshi will make 50 short films on malnutrition.

SCOPE AND SIGNIFICANCE OF THE STUDY

In the process of social change media acts as the harbinger of the society. In the complex societies like that of India the role of media quadruples. Because the Indian society is totally diversified with varieties of caste, community, culture, sub-castes etc. and it is really a challenging task to bind all the characteristics into one. Indian society is often characterized as one of “unity in diversity”. It symbolizes the importance of human communication in the nation. The Indian society was highly stratified and hierarchical. Communication tended to flow from person of higher status to persons of lower status. In any communication situation, the relationship between the source and the receiver was that of dominance and subordination. In spite of this there was some dialogue between the two. Both shared a common frame of reference which made the communication smooth and effective.

The role of mass media in social change completely depends upon the nature of mass media itself. Change in the society does not mean social change only. It also includes economic, cultural, technological changes etc. Mass media consists of four types of media, i.e. traditional, print, electronic and new media. The traditional media is the best media for the rural people who think traditional media as their own and the rest media as external. It is the best possible medium to inform the people on the changes of society. There are generally two types of traditional media i.e. liberal and non-liberal. In case of the liberal traditional media the social changes can be included as the content of the medium. The burning problems, diseases or menaces of society can be properly explained through liberal traditional media.

Thus whatever the nature of the media may be, it can undoubtedly be said that it is the medium which plays important role in communication. Whenever the medium changes the dissemination of information becomes faster. Starting from the traditional media to new media the dissemination of information becomes faster day by day. So it is necessary to know the effect of media on the people as well as the view of the people regarding media.

LITERATURE REVIEW

As we all know all these social issues are present in society from beginning and lots of work and lots of efforts done by various people to create awareness or removal of those social issues but some how these issues are so deep rooted that we need to hamper time to time on those issues and best way to show this reality in contemporary way like now a days youth, kids are not book friendly they are pretty much friendly with gadgets and electronic media. So Aamir choose the medium through which he can better portray or communicate what he wants to communicate in effective manner.

According to Akhil Sivadasa Centre for Advocacy and Research

About Aamir Khan “He connects to people at popular level, is not diagnostic, raises conscience and pleads for change”.

According to The Guardian, 2005

The rising is a historical epic complete with all the bollywood trimmings. There are spectacular battle scenes and even more spectacular song and dance sequence… as the heroic sepoy, Aamir Khan leaps around with an energy reminiscent of Errol Flynn in his heyday.

According to The Hindu, 2008

Jaane tu ya jaane na is one of those films that instantly connects to the youth simply because of the world it is set in and the characters who inhabit it.

Aamir Khan's work not only shown in his movies infact efforts which he puts while making the film also reflects it.

If we talk about making of Lagaan. It is almost another story which tells a building of dream team amidst contradictions. It is a tale of how the Lagaan unit became a melting pot for diverse cultures to blend with chemistry that created magic on screen and deep bonds of it. As a case study it offers lesson to managers in the corporate world and team leaders in every aspects of life on how ambition married with purpose, grit and above all team spirit can work magic to make the impossible a reality.

OBJECTIVES

1. Aamir khan's selection of medium to monetization of youth.
2. To develop faith among youth and become youth icon.
3. Entertainer as well as social activist.
4. Impact of Aamir khan's films on society**.**
5. Message through Satya Mev Jayate.

HYPOTHESIS

1. Great impact on society specially on youth Aamir khan's movies.
2. Due to Aamir Khan's movie awareness of social issues has been increased.
3. Due to aamir khan's TV show satyamev jayate society get to know how

people are or suffering from.

4. Aamir khan's movies helps to communicate message in society with very effective manner.
5. Aamir khan's movies and content of the film and show is highly acceptable by society.

A BRIEF REVIEW OF THE WORK ALREADY DONE IN THE FIELD.

In this area, and work is reviewed in terms of the research will be the first task. Aamir Khan's film presents research on several new film will exhibit the new mode of communication.

NOTEWORTHY CONTRIBUTION IN THE FIELD OF PROPOSED WORK

Aamir khan's movies has brought a lot of awareness in society through presentation, content of the films and program. Reviews, articles have been written, Related to the study of literature has been compiled. Film makers and audience interviews and group discussions were held.

METHODS OF STUDY

The present study is completely innovative study so it is difficult to draw a hypothesis on this study. For secondary data collection the books, journals, newspapers and other media available for the purpose will be analysed. It can be available in different offices and other organisations. Foe primary data a sample will be chosen from the universe. The sample will confine to certain recent programmes or films of Aamir Khan where he gives some social message in the film, television programme or any other programme. For primary data the content analysis method will be followed. The programmes dealing with Aamir Khan will be analysed with its content.

The content analysis will be qualitative. If required, quantitative analysis will also be made. Apart from the above, interview method will also be followed to know the view of the audience about the social based programmes made by Aamir Khan. The researcher will do this research with Primary and Secondary data. In primary data, the researcher will try to know the impact, rate of awareness in youth through some interviews, observation, and from secondary data, the researcher can get information which is pretty helpful in research through magazine reviews, films shows, newspaper, film critics.

CONCLUSION

Aamir khan has become a youth icon now a days. Society always needs a person with the help of that person its image and its work society can get some positive direction. Aamir khan's work is very successfully doing this in order to uplift the awareness and working in the positive direction. E.g.- Lagaan is included in IIM course.

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- Kirti Sisodia

A Study of Indian Cinema in 21st Century and Social Issues (A Special reference of Aamir Khan's Cinema)

Chapterisation

Chapter 1 - Introduction and Research Methodology

Chapter 2 - A brief Study of Indian cinema

Chapter 3 - Hindi Cinema in 21st Century

Chapter 4 - The period of Aamir Khan and his status as an youth icon of Indian Cinema in 21st century.

Chapter 5 - Aamir Khan's cinema and Social Issues

1) A brief introduction to the social based programmes of Aamir Khan.
2) Case Study
   a) Lagaan
   b) 3 Idiots
   c) Taare Zameen Par

Chapter 6 - Conclusion & Suggestions

Bibliography

Appendix